History of Printing and Publishing in the Languages and Countries of the Middle East
Edited by Philip Sadgrove

JOURNAL OF Semitic Studies
Supplement 15
Table of Contents

Preface Philip C. Sadgrove  
Cheng-Hsiang Hsu  
A Survey of Arabic-character Publications Printed in Egypt during the Period of 1238–1267 (1852–1881)  
Olympiada P. Schejlova  
The Repertoire of Books in Persian Published Lithographically in Turkestan during 1883–1917  
Ulrich Marzolph  
TULLIP: A Projected Thesaurus Universalis Libri Lithographici Illustrati Persorum  
Nedret Kuran-Butçoğlu  
Osman Zeki Bey and His Printing Office the Matbaa-i Osmaniye  
Christiane Czygan  
From London back to Istanbul: The Channel of Communication of the Young Ottoman Journal \textit{Hürriyet} (1866–1870)  
Ami Ayalon  
The Beginnings of Publishing in pre-1948 Palestine  
René Wildangel  
The Emergence of the Public: Arab Palestinian Media in British Mandate Palestine 1929–1945  
Orit Bashkin  
Why Did Baghdadi Jews Stop Writing to their Brethren in Mainz? — Some Comments about the Reading Practices of Iraqi Jews in the Nineteenth Century  
Geoffrey Roper  
Arabic Books Printed in Malta 1826–42: Some Physical Characteristics  
Heather J. Sharkey  
Christian Missionaries and Colloquial Arabic Printing  
Philip C. Sadgrove  
The Press, Engine of a Mini-renaissance in Zanzibar (1860–1920)  
Relili Shechter  
From Journalism to Promotion of Goods: Why and How Did Press Publishers Establish Advertising Agencies in Egypt, 1890–1939?  
Huda Smitshuijzen AbiFarès  
Arabic Typography: Call for a Cultural Rebirth
Preface

The papers collected in this volume were all presented in some form or other at an international symposium appropriately held in the Gutenberg Museum in Mainz from 8 to 13 September 2002 as a contribution to the activities of the first WOCMES (World Congress for Middle Eastern Studies) held at the Johannes Gutenberg University. To be able to hold such a conference in the Gutenberg Museum in the birthplace of Gutenberg, the father of modern printing, was a particular privilege much appreciated by all those present. There could be no better place than Mainz to document the history of printing in Middle Eastern languages. Alongside the symposium a special exhibition was held in the Museum to illustrate the history of book and newspaper printing in Middle Eastern languages. The exhibition was accompanied by a splendid extensive and beautifully illustrated catalogue, Sprachen des nahen Ostens und die Druckrevolution: Eine interkulturelle Begegnung / Middle Eastern Languages and the Print Revolution: A Cross-Cultural Encounter, edited by Eva Hanebutt-Benz, Dagmar Glass and Geoffrey Roper (Wva-Verlag Skuliina, Westhofen, 2002) in collaboration with Theo Smets, containing detailed studies by specialists on letterpress printing in the west, oriental scripts from European type foundries, and printing in Hebrew, Arabic, Coptic, Armenian, Syriac, Persian and Turkish. One of the papers published in the catalogue by Hrant Gabayan, a former employee of Linotype, on his own experiences of modern developments in Arabic typesetting was given at the symposium. Special thanks go to the curators and administrative staff of the Gutenberg Museum for their support both to the exhibition and the symposium. The Gutenberg Museum collaborated with specialists from the University of Erlangen-Nürnberg, the Cambridge University Library and other institutions in Germany, Great Britain, France and the USA in arranging the exhibition. The overall project was supported with sponsorship from the Stiftung Rheinland-Pfalz für Kultur, Internationale Gutenberg-Gesellschaft, Agfa-Monotype Corporation, the first World Congress for Middle Eastern Studies (WOCMES 2002) in Mainz, Friedrich-Alexander-Universität, Erlangen-Nürnberg and Schneider+Söhne Papier.

At the final session of the symposium I undertook to collect the papers and seek a publisher; my fellow editors on the Journal of Semitic Studies agreed to facilitate
Printing and Publishing in the Middle East

and support the publication of the proceedings. This volume contains papers on a wide range of subjects reflecting current research on newspaper and book printing in the countries and the languages of the Middle East, covering Egypt, Iran, the Ottoman Empire, Palestine, Iraq, Algeria, Sudan, Zanzibar, Malta, India, Turkistan and England. The languages embraced are Arabic, Persian, Ottoman Turkish, Judeo-Arabic and Hebrew. Many of the articles are accompanied by illustrations of the output of these various presses. Cheng-Hsiang Hsu begins with a survey of Arabic, Turkish and Persian publications printed in Egypt in the period from 1822 to 1851. Olympiada Scheglova gives the general characteristics of the repertoire of books in Persian published lithographically in Turkistan during the period 1883 to 1917. The paper of Ulrich Marzolph gives details of a projected Union Catalogue of Illustrated Persian Lithographed Books. Nedret Kuran-Burçoğlu explores the work of the Ottoman calligrapher, Osman Zeki Bey, and his printing office, the Matbaa-i Osmaniyé, active in Istanbul from 1866 to 1927. Christiane Czygan investigates the Young Ottoman newspaper Hürriyet, that appeared in London from 1868 to 1870. Two papers look at pre-1948 Palestine: Ami Ayalon looks at the modest achievements of the publishing industry amongst the Arab community and René Wildangel at the emergence of a new public through the Arab Palestinian media from 1929 to 1945. Orit Bashkin’s paper examines a community in nineteenth century Iraq of Jewish readers, whose literary and cultural artefacts in Hebrew and Judeo-Arabic were produced not only in Baghdad but also in India, Eastern Europe and Palestine. Geoffrey Roper tackles some physical characteristics of the Arabic books printed in Malta by the Church Missionary Society between 1826 and 1842. Heather Sharkey looks at the active role of Christian missionaries in promoting the publication of works in spoken or colloquial Arabic in the 1920s and 1930s. Relli Shechter explains why and how publishers established advertising agencies in Egypt from 1890 to 1939. Finally Huda Smitshuizen AbiFarés calls for a cultural rebirth of the visual branding of Arab/Islamic culture through new design approaches to Arabic type.

Philip Sadgrove
University of Manchester

A Survey of Arabic-character Publications Printed in Egypt during the Period of 1238–1267 (1822–1851)

Cheng-Hsiang Hsu
National Chengchi University, Taipei

Introduction

It was under the rule of Muhammad ‘Ali (1805–48) that Egypt entered upon a programme of reforms which affected the military, educational, industrial, and economic life of the country and eventually transformed it from a tributary province of the Ottoman state to a Mediterranean power which was able to challenge the authority of Istanbul. The printing press was one of the key instruments in the implementation of the reform programmes, and was actively fostered and promoted for the publication of many books on military, scientific and technical subjects, as well as many others on subjects, which might be described as useful to the development and modernization of the country. The printing and publishing enterprise promoted by Muhammad ‘Ali attracted interest among his contemporaries and later scholars, who have produced some works of merit. Amongst these works the most noteworthy are several lists of publications given by some contemporaries, such as J.T. Reinaud (1831), Joseph von Hammer-Purgstall (1832), Count Médern (c. 1837), John Bowring (c. 1837), and T.X. Bianchi (1842), and some studies, which deal with various aspects of the printing/publishing activities of the time.1

Despite these useful works and several reference works on Arabic printed books, there has, so far, been no attempt at a complete and systematic review of the publications produced in the reign of Muhammad ‘Ali, let alone the whole of the nineteenth century. We still have no comprehensive understanding of the range of activities in the field of book-production during this period, and our knowledge of early Egyptian publications still remains very much the same as it was in 1842, when Bianchi made the greatest contribution with his list of 243 publications produced in